



WORLD CAT
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World Cat Hires New Director of Sales & Marketing

Tarboro, NC – World Cat has hired **Chad Armstrong** to be its new **Director of Sales & Marketing**. Armstrong has spent the previous six years as a successful salesman for one of World Cat's top dealers, Unique Marine located in the Florida Keys. He will oversee all efforts for both sales and marketing for the catamaran builder.

"Chad has been one of our top salesman year after year, and you'd be hard pressed to find someone more knowledgeable about our entire product line," said World Cat CEO Andrew Brown. "This knowledge will serve us all well on both the sales and marketing sides of our business, while maintaining our company goal of being the best at taking care of our customers. We have a tremendous dealer network, serviced by outstanding sales representatives who Chad knows, understands and is ready to support fully, not to mention the added marketing prowess he will add to our already stellar team."

"I'm honored to be chosen for this opportunity," said Armstrong. "The catamaran segment is experiencing tremendous growth and expansion. Being able to lead this charge and work with our outstanding sales and marketing teams at a higher level is certainly exciting for me personally. Being a boater my whole life and having a deep understanding of the industry from both the dealer and customer perspectives will prove worthwhile."

Headquartered in Tarboro, NC, World Cat manufactures outboard-powered center and dual console catamaran models ranging from 23'–40' models. World Cat models are known for their versatility, legendary smooth ride, class-leading available deck space, and performance.

For more information on World Cat, visit **www.worldcat.com**; or contact Mark Jerkins at Tinsley Creative, email: mark@tinsleycreative.com; phone: 863.583.0081.

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